

CONSUMER PREFERENCES FOR DEVELOPMENT OF TEXTILE PRODUCTS FOR ENTREPRENEURIAL ACTIVITY

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ABSTRACT

India's centuries old tradition of ornamenting fabric has survived with the ravages of time and preserved local crafts, which reflects ample testimony to this great culture. Dyeing, Printing, painting, brocading and embroidery have traditionally been used all over the world to decorate textile and apparel articles. The present study was conducted to identify the products and surface enrichment techniques for development of different home textile and accessories/ utility articles for entrepreneurial activity. Based on preferences of thirty consumers the two top ranked home textile products were pillow cover (WMS 4.33) and cushion cover (WMS 4.26). Apron (WMS 4.40) and file folder (WMS 4.23) were the two top ranked articles from accessories/utility articles category. Fabric painting, screen printing, hand embroidery and appliqué work were the preferred surface enrichment techniques for embellishment of selected articles.

KEYWORDS: Home Textile, Accessories/ Utility Articles, Surface Enrichment Techniques, Entrepreneurial Activity

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INTRODUCTION

Textile designing has been an ancient art and, perhaps, the most ancient craft of India. Variety of good designed products which are more appealing and marketable may have been influenced by the initial designing process. A design is a key element for preparing a new marketing foundation by raising the value of a product and its competitiveness. To reach this kind of goal, creativity is certainly an essential ability that a designer must attain, and it definitely should be an area that has to be developed in order to come out with best results in any field of design (Warr, 2005). Textile designing is the most demanding and emerging field as it is full of scope and creativity, but many individuals become quite lost when confronted with the task of finding inspiration. Inspiration can come from any stimulus that starts the creative process. Sources of inspiration are literally everywhere, but more importantly; it is the designer's artistic sensibility and interpretive style that brings creative design into being virtually live. Any object or things we see in our daily routine are possible design sources. These may include nature, temples, famous monuments, furniture, various kinds of toys, folk arts and crafts such as wall paintings, floor paintings, sculptures, carvings etc (Sharma *et al.*, 2014).

In today's fast changing world of fashion and textile designing designers and manufacturers are standing on a threshold where something new and different is always welcome to suit the rapidly growing fashion consciousness in the market that exerts a great pressure on them. Embellishment of textile based products caters to meet these basic needs and the purpose of satisfying the demands of consumers for something unique and different. The use of various surface enrichment techniques like printing, painting, hand embroidery, digital embroidery, machine embroidery, appliqué work etc. ensure fine finishing and customized designs. Thus the present study was

an attempt in the direction towards designing of home textiles and utility articles /accessories using different surface enrichment techniques.

METHODOLOGY

Selection of Products

For selection of products an exhaustive list of home textiles and utility articles/accessories was prepared. Preferential choice index was developed and preferences of thirty experts were obtained on five point rating scale i.e. highly preferred, preferred, somewhat preferred, least preferred and not preferred scoring 5, 4, 3, 2, and 1, respectively. Weighted mean scores were calculated and on the basis of scores obtained, rank was assigned to each article. Top ranked two articles from each category were selected for development of products using different surface enrichment techniques.

Collection of Designs

For collection of designs various secondary sources i.e. books, journals, photographs and internet etc. were explored and 90 designs were collected. Out of collected 90 designs, 40 designs i.e. 10 designs for each selected article were screened by the investigators keeping in mind the suitability of design to the product.

Selection of Designs

In order to know the preferences regarding collected designs preferential choice index was developed. The collected designs were shown to a panel of thirty experts which comprised of faculty members and PG students from I.C. College of Home Science, CCS Haryana Agricultural University, Hisar. Opinion of respondents were sought on five point rating scale i.e. highly preferred, preferred, somewhat preferred, least preferred and not preferred scoring 5, 4, 3, 2, and 1, respectively using the developed preferential choice index. On the basis of scores obtained, rank was assigned to each design. The top ranked two designs were selected for each article, hence total 8 designs were finalized for embellishment of selected products.

Selection of Surface Enrichment Techniques

For selection of surface enrichment techniques, preferential choice index was developed. A list of different surface enrichment techniques was prepared keeping in mind their suitability to selected products and designs. Preferences of thirty experts were obtained on five point rating scale i.e. highly suitable, suitable, somewhat suitable, least suitable and not suitable scoring 5, 4, 3, 2, and 1, respectively. Weighted mean scores were calculated and on the basis of scores obtained, rank was assigned to each technique. As per assigned ranks, one top ranked surface enrichment technique for each product was selected for surface enrichment of selected products.

RESULTS

The data regarding preferences of experts for selection of products has been presented in Figures 1 and 2.

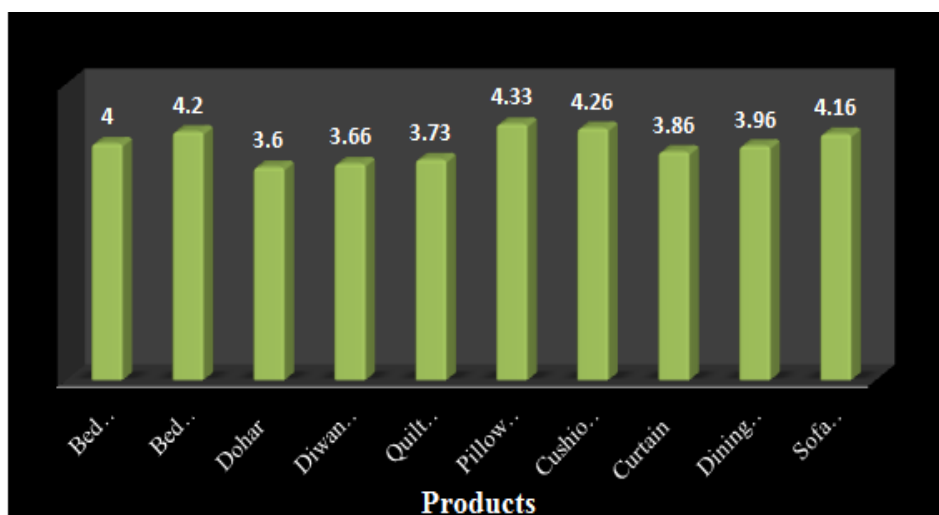


Figure 1: Preferential Choices for Home Textiles.

Preferences for Home Textiles

The data presented in Figure 1 elucidate that in home textiles category as per experts' preferences pillow cover was highly preferred by scoring 4.33 ranked I followed by cushion cover (4.26) ranked II. The other home textile products preferred in declining trend were bed sheet (4.20), sofa cover (4.16), bed cover (4.00), dining table set (3.96), curtains (3.86), quilt cover (3.73), *diwan* set (3.66). The least preferred product in home textiles category was *dohar* scoring 3.60 weighted mean score and ranked X. Thus, the two top ranked home textile products were pillow cover and cushion cover.

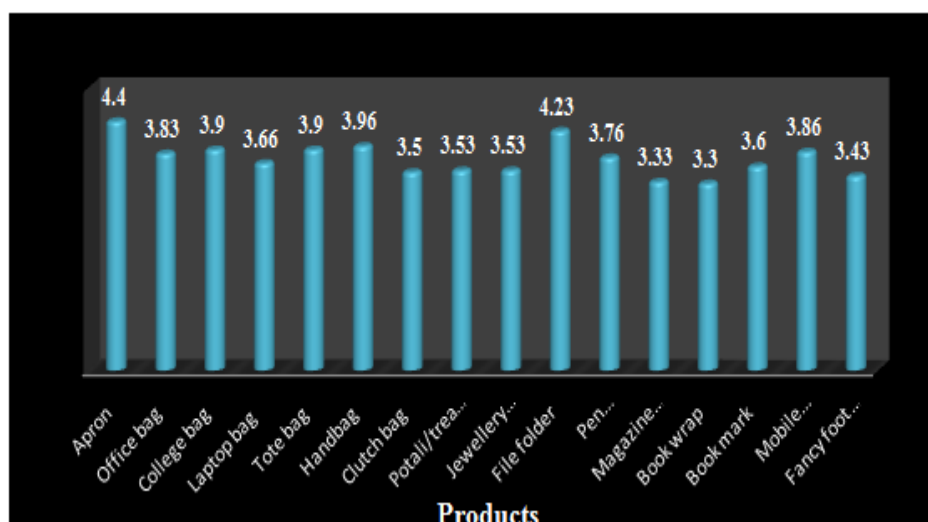


Figure 2: Preferential Choices for Utility/Articles Accessories.

Preferences for Accessories / Utility Articles

The data depicted in Figure 2 reveal that from accessories/utility articles category, apron scored highest with weighted mean score 4.40 and ranked I followed by file folder (4.23) ranked II. The other accessories/utility articles preferred in descending order were hand bag (3.96), tote bag and college bag (3.90 each), mobile cover (3.86), office bag (3.83), pen stand/holder (3.76),

laptop bag (3.66), book mark (3.60), jewellery pouch/bag and *potali*/treat bag (3.53 each), clutch bag (3.50), fancy foot wears ((3.43), magazine holder (3.33). The least preferred product in accessories/utility articles category was book wrap scoring 3.30 weighted mean score and ranked XVI. Thus, the two top ranked accessories/utility articles were apron and file folder.






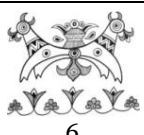








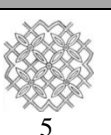




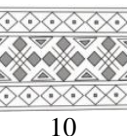




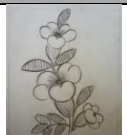


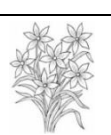

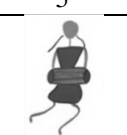
According to Kumari and Pant (2017) consumers always remain in search of novelty. The novel ideas of designing felt products can be helpful to increase the marketability of felt products. Adoption of the array of new products will certainly help in upliftment of handmade felt industry.

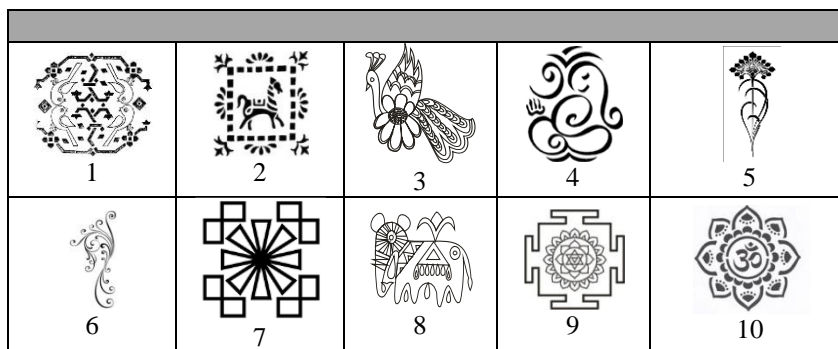
Gogoi *et al.* (2020) mentioned that product diversification opens up new perspectives to the ethnic craft and help to get a better domestic market which further will boost exports of products to the international market.

Collection of Designs

The folk arts have been a great source of inspiration and ideas for textile designers and play an important role in developing innovative designs for embellishment of different products/articles. As an inspiration from different arts, 90 traditional designs were collected from books, magazines and internet etc. The collected designs were screened considering their suitability for selected products viz. Pillow cover, cushion cover, apron and file folder and 40 designs were selected by the investigators. The screened designs are presented in Table 1.

Table 1: Screened Designs for Surface Enrichment of Selected Products

Pillow Cover				
				
1	2	3	4	5
				
6	7	8	9	10
Pillow Cover				
				
1	2	3	4	5
				
6	7	8	9	10
Apron				
				
1	2	3	4	5
				
6	7	8	9	10



Preferences of Designs for Home Textile Products

The data regarding preferences of experts presented in Figure 3 reveal that in for pillow cover, design number 8 ranked I scoring highest weighted mean score (WMS 4.46), followed by design number 7 (WMS 4.40) ranked II. The preferences of experts for rest of the designs for pillow cover in descending order were design number 4 (WMS 4.26), 5 (WMS 4.10), 10 (WMS 4.00), 2 (WMS 3.93), 1 (WMS 3.83), 9 (WMS 3.73), 3 (WMS 3.36). The design number 6 was the least preferred design ranked X with weighted mean score 3.06. It is thus inferred that two top preferred designs for the embellishment of pillow covers were design number 8 and 7 (Figure 4).

For cushion covers design number 3 ranked I with highest weighted mean score 4.43 followed by design number 7 (WMS 4.30) ranked II. The other designs preferred in descending order were design number 5 (WMS 4.00), 10 (WMS 3.93), 9 (WMS 3.83), 8 (WMS 3.63), 2 (WMS 3.60), 6 (WMS 3.46), 4 (WMS 3.43). The design number 1 was the least preferred design ranked X with weighted mean score 3.13. It is thus inferred that design number 3 and 7 were two top preferred designs which were selected for the embellishment of cushion covers (Figure 4).

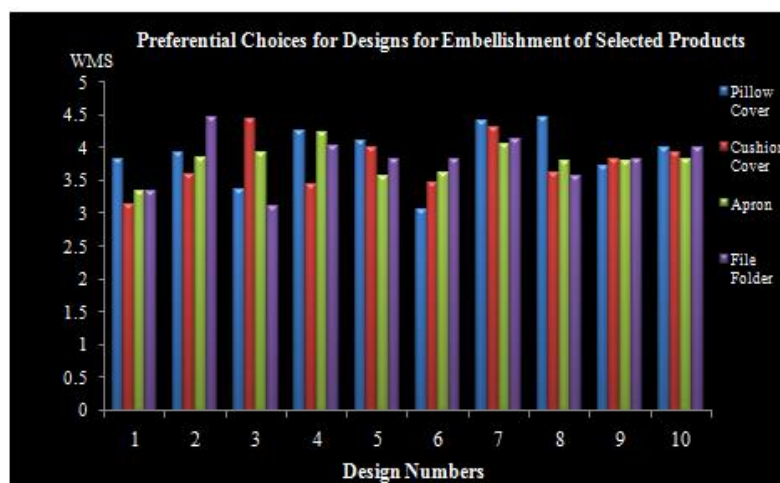


Figure 3: Preferential Choices for Designs for Embellishment of Selected Products.

Preferences of Designs for Accessories / Utility Articles

The data regarding preferential choices for designs for embellishment of selected accessories/utility articles reveal that among all the collected designs the most preferred design for apron was design number 4 with highest weighted mean score 4.23 ranked I followed by design number 7 (WMS 4.06) ranked II. The declining trend in preferential choices of









experts was observed for rest of the collected designs as design number 3 (WMS 3.93), 2 (WMS 3.86), 10 (WMS 3.83), 8 and 9 (WMS 3.80 each), 6 (WMS 3.63), 5 (WMS 3.56). The design number 1 was the least preferred design ranked X with weighted mean score 3.33. It is thus inferred that two top preferred designs for the embellishment of aprons were design number 4 and 7 (Table 2).

For file folder, design number 2 was most preferred (WMS 4.46) by the experts which obtained rank I followed by design number 7 (WMS 4.13) which got II rank. The other designs preferred in declining trend were design number 4 (WMS 4.03), 10 (WMS 4.00), 5, 6 and 9 (WMS 3.83 each), 8 (WMS 3.56), 1 (WMS 3.33). The design number 3 was the least preferred design ranked X with weighted mean score 3.10. It is thus envisaged the design number 2 and 7 were the two top preferred designs selected for the embellishment of file folders (Table 2).

Chungkrang (2020) developed new designs from the traditional Mishing motifs using different designing techniques and concluded that the developed designs will meet out the consumers' demands for contemporary designs, help in the preservation of the traditional motifs and broaden the design base for the textiles products. The study will also help the budding entrepreneurs in creating designs suitable for different products for both national and international markets.

Srivastava and Vaishnav (2015) developed sixty designs, 20 each for the three selected categories of furnishing items i.e. dining table cover, sofa cover set and *diwan* cover set and most preferred nine designs were selected. They reported that the *warli* motifs selected for *diwan* cover set, dining table cover set and sofa cover set were found very appealing (3.66) and emphasized that the developed motifs can be further applied on a variety of furnishing articles to add variety and traditional touch to the modern taste of consumers.

Table 2: Selected Designs

Home Textiles		Utility Articles / Accessories	
Pillow Cover	Cushion Cover	Apron	File Folder
			
			

Preferences for Surface Enrichment Techniques

The data related to preferential choices of experts regarding surface enrichment techniques for selected products of home textiles and accessories/utility articles has been presented in Figure 6.

It is clear from the data in table for design 1 fabric painting (WMS 4.23) was the most preferred technique for embellishment of pillow cover whereas for embellishment of pillow cover with design 2, screen printing was most favoured technique (WMS 4.36). For embellishment of cushion covers, the most technique for design 1 was appliqué work (WMS 4.00) whereas the embellishment technique preferred for design 2 was hand embroidery.

The data in Figure 4 further envisage that for embellishment of apron with design 1 the most favoured technique was fabric painting (WMS 4.23) and in case of design 2 appliqué works preferred most by the experts (WMS 4.20). For embellishment of file folder with design 2, screen printing technique (WMS 4.33) was preferred most. Whereas appliqué work (WMS 4.00) was most preferred technique for embellishment of file folder with design 2.

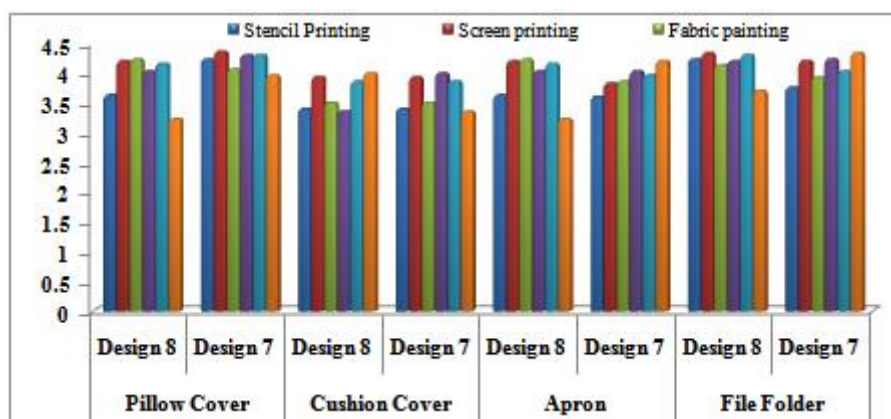


Figure 4: Preferential Choices for Surface Enrichment Techniques.

CONCLUSIONS

Designs are of great importance when it comes to give an enchanting and intriguing look to the textile products. The consumers now-a-days demand for made-ups with new and unique designs. The traditional artwork of India can serve as a great source of inspiration and ideas for creating new designs for different household as well as accessories/ utility articles. The study will be helpful for new designers and entrepreneurs to develop innovative products with different surface enrichment techniques. These designs can also be applied to variety of products through other techniques of textile designing for mass production to establish micro enterprises for designing a wide range of apparel and textile products.

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